

News Letter

No. 93

May 18, 1932

Lecture on Industrial Europe

WALLACE CLARK, who will be in America for a few weeks, will address the members of the various management groups in the McGraw-Hill Auditorium, 330 West 42nd Street, New York City, at 8:00 P. M., Tuesday, May 24, 1932, by arrangements made by JOHN M. CARMODY, Editor of *Factory and Industrial Management*.

Members of the American Management Association are urged to attend to hear Mr. Clark's discussion of the European situation and the relation of Europe to the United States today.

Officers, 1932-33

The following officers were elected by the Board of Directors of the Association at a meeting of the Board of Directors held on May 3, 1932, during the Annual Convention:

Chairman of the Board

SAM A. LEWISOHN, Vice President and Treasurer, Miami Copper Company.

President

WILLIAM J. GRAHAM, Vice President, The Equitable Life Assurance Society of the United States.

Vice President in Charge of Publications

ARTHUR H. YOUNG, Industrial Relations Counselors, Inc.

Vice President in Charge of Comptrollers' Council

C. H. CROCKER, Comptroller, Worthington Pump and Machinery Corporation.

Vice President in Charge of Financial Division

EDMOND E. LINCOLN, Economist, E. I. du Pont de Nemours & Company.

Vice President in Charge of Office Management Division

F. L. ROWLAND, Secretary, The Lincoln National Life Insurance Company.

Vice President in Charge of Personnel Division

H. B. BERGEN, Director of Industrial Relations, The Procter & Gamble Company.

Vice President in Charge of Job Order Production Division

O. D. REICH, Vice President, Dexter Folder Co.

Vice President in Charge of Industrial Marketing Division

C. J. STILWELL, Vice President, The Warner & Swasey Company.

Vice President in Charge of Consumer Marketing Division

C. E. ALLEN, Commercial Vice President, Westinghouse Electric & Manufacturing Company.

Vice President in Charge of Insurance Division

P. D. BETTERLEY, Assistant Treasurer, Graton & Knight Company.

Vice President in Charge of Public Relations Division

EARL WHITEHORNE, Assistant Vice President, McGraw-Hill Publishing Company, Inc.

Vice President in Charge of Mass Production Division

C. S. CRAIGMILE, General Superintendent, Belden Manufacturing Company.

Vice President—President, Institute of Management

HAROLD V. COES, Manager Industrial Department, Ford, Bacon & Davis, Inc.

Vice President and Treasurer

H. B. GILMORE, Secretary, Western Electric Company, Inc.

Vice President in Charge of Programs and Conferences

W. J. DONALD, Managing Director, American Management Association.

New Directors

At the Annual Business Meeting of the Association the following directors were elected for the three year term, 1932-35:

EDWARD E. AMES, Vice President and Director of Sales, General Box Company.

H. V. BROWNE, Manager, Office Standards Department, The B. F. Goodrich Company.

T. W. DINLOCKER, Comptroller, S K F Industries, Inc.

DWIGHT T. FARNHAM, Manager, Industrial Department, Peat, Marwick, Mitchell & Co.

A. B. GATES, Director of Training, Eastman Kodak Company.

H. A. GIDNEY, Comptroller, Gulf Oil Corporation of Pennsylvania.

C. C. JARCHOW, Comptroller, American Steel Foundries.

J. W. OLIVER, Comptroller, The Linen Thread Company.

AUGUSTE RICHARD, President, The Spool Cotton Company.

S. L. WHITSTONE, Comptroller, General Electric Company.

In addition, by amendment of the By-Laws, all past presidents of the Association have become *ex-officio* members of the Board of Directors.

Executive Board Institute of Management

At the Annual Meeting of the Institute of Management, the following were elected to the Executive Board of the Institute for the three year term, 1932-35:

STANLEY P. FARWELL, Vice President, Business Research Corporation.

W. W. CHARTERS, Director, Bureau of Educational Research, Ohio State University.

C. S. YOAKUM, Vice President and Director, Office of Educational Investigations, University of Michigan.

EARL BECK, Director, Efficiency Division, Eli Lilly & Company.

C. E. DAVIES, Executive Secretary, American Society of Mechanical Engineers.

Officers Institute of Management

At a meeting of the Executive Board of the Institute, the following officers were elected:

President—HAROLD V. COLEMAN, Director, Department, Ford, Bacon & Davis.
Vice Presidents—CHARLES E. HARRIS, Director, Industrial Cooperation, College of Business Administration, New York University and WARREN E. HARRIS, Director, Business Research Corporation.

Reprints Available

Wake Up, Business! and Your Business, by W. J. DONALD, President and Managing Director, American Association of Management. Reprinted from *Forbes*, January 1, 1931.

Finding the Worth of a Business, by J. OSBORNE, Director of Industrial Supervision, Philadelphia. Reprinted from *Industrial Management*, June, 1931.

A Study of Technical Education, by J. OSBORNE, Director of Industrial Supervision, Philadelphia. Reprinted from *Industrial Management*, June, 1931.

The Need for Semi-Professional Education, by ROBERT HOOVER SPAHR, General Manager, General Technology. Reprinted from *Industrial Management*, November, 1930.

The Way Out, by C. E. HARRIS, Director, Stevenson, Jordan & Harrison Engineers.

Make Your Trade Association Work for You, by W. J. DONALD, President, *Forbes*, January 1, 1932.

Decentralized Employee Management, by DONALD, Managing Director, Personnel Association. Reprinted from *Industrial Management*, November, 1930.

Trade Co-Operation Fundamentals, by ALBERT H. DOOLITTLE, Director, printed from *The Journal of Management*, December 26, 1931.

That Job You Are After, by ALBERT H. DOOLITTLE, Director, Personnel Office, New York. Reprinted from *Industrial Management*, November, 1930.

How Efficient Are the Non-Profit Organizations?, by POLAKOV in collaboration with J. OSBORNE. Reprinted from *Harper's Magazine*, December, 1931.

Officers of Management

Executive Board of the In-
officers were elected:

V. COES, Manager Industrial
con & Davis, Inc.

HARLES W. LYTTLE, Director of
College of Engineering, New

WARREN G. BAILEY, Super-
ch Corporation.

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V. J. DONALD, Vice President
r, American Management As-
from *Forbes*, September 15

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OSBORNE HOPWOOD, Person-
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Management.

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for the Promotion of Engi-
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-Professional Education. By
R, General Motors Institute of
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cation, January, 1932.

By CHARLES R. STEVENSON,
Harrison, Management En-

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. DONALD. Reprinted from
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mployee Training, by W. J.
Director, American Manage-
eprinted from *Mechanical Engi-*
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TTLE, Trade Economist. *Re-*
Journal of Commerce, Saturday,

After. By W. C. ACKERLY,
York Stock Exchange.

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Extra Copies of Publications Available

to Members Only

on

Industrial Marketing

- ☐ An Approach to the Problem of the Development of Industrial Salesmen—I. M. 10..... \$.75
By W. A. McDERMID, Consultant in Sales Management
- ☐ Industrial Marketing Research—I. M. 11..... .75
By WALTER EMERY, Director of Commercial Research, United States Rubber Company.
- ☐ Industrial Marketing Data—I. M. 12..... 1.00
Sources of Information in the Department of Commerce: Bureau of the Census, Bureau of Foreign and Domestic Commerce, Bureau of Mines and Bureau of Standards.

Insurance

- ☐ Multiple Location Floater Insurance—Ins. 1..... \$.50
By ALBERT W. PELL, Treasurer, Lamson, Corliss & Company
- ☐ Ocean Marine Insurance—Ins. 2..... .50
By ALAN M. MACINTIRE, Assistant Treasurer, United Fruit Company.
- ☐ Products Liability Insurance—Ins. 3..... .50
By L. H. WIGGERS, Insurance Manager, The Procter & Gamble Company.
- ☐ Inland Marine Insurance—Ins. 4..... .50
By ALAN M. MACINTIRE, Assistant Treasurer, United Fruit Company.

Public Relations

- ☐ Management's Responsibilities—The Changing Attitudes of the Public, The Consumer, Employees, Management Itself—P. R. 1..... \$.75
By WILLIAM J. GRAHAM, Vice-President, The Equitable Life Assurance Society of the United States, President, American Management Association.
- ☐ Public Contact Training—P. R. 2..... 1.25
By BYRON F. FIELD, F. A. McKowne and Bess Bloodworth.
- ☐ Public Relations Aspect of Personnel Management—P. R. 3..... .75
By C. S. CHING, Director of Industrial and Public Relations, United States Rubber Company.

Office Management

- ☐ Should the Office and Factory Be Separated—O. M. 37..... \$.75
By R. S. MASON, Office Supervisor, The Fuller Brush Company.
- ☐ Office Planning, Personnel and Service Departments—Their Functions and Relationships—O. M. 4175
By HAROLD C. PENNICKE, Manager, Planning and Personnel, American Central Life Insurance Co.
- ☐ Incentives for Office Workers—O. M. 42..... .75
By C. A. BETHGE, Vice-President, Chicago Mail Order Company.
- ☐ Management as Applied to Public Utility Billing Problems—O. M. 43..... .75
By JOHN L. CONOVER, Auditor, Gas Department, Public Service Electric and Gas Company.

Personnel

- ☐ The United States Rubber Company's Use of a Dismissal Wage—Pers. 6..... \$.75
By E. H. LITTLE, Assistant Supervisor of Industrial Relations.
- ☐ The Man Over Forty—The Relation of Health to His Employment—Pers. 7..... .75
By EUGENE LYMAN FISK, M.D., Medical Director, Life Extension Institute, Inc.
- ☐ Personnel Practice in 1930—Pers. 11..... .75
By EDWARD S. COWDRICK.
- ☐ Methods of Minimizing the Effect of Business Depression on the Working Forces—Pers. 12..... 1.00
By ERNEST G. DRAPER, Vice-President and Eleanor H. Park, Personnel Director. The Hills Brothers Co.
- ☐ What's Ahead in the Light of Ten Years' Progress?—Pers. 1375
By JOSEPH H. WILLITS, Professor of Industrial Management, Wharton School of Finance and Commerce, University of Pennsylvania.

General Management

- ☐ How the Retailer Merchandises Present Day Fashion, Style and Art—G. M. 97..... \$1.00
By IRWIN D. WOLF, Secretary, Kaufmann Department Stores, Inc., and AUSTIN PURVES, Head, Design Atelier, R. H. Macy and Co., Inc.
- ☐ How the Manufacturer Copes With the Fashion, Style and Art Problem—G. M. 98..... 1.00
By PAUL BONNER, PAUL THOMAS, J. E. ALCOTT and H. E. NOCK.
- ☐ The Renaissance of Art in American Business—G. M. 99..... .75
By RALPH ABERCROMBIE, Manager, Dress Goods Retailers Department, Cheney Brothers.
- ☐ Additional Compensation Based Upon Performance in the White Sewing Machine Company—G. M. 100..... .75
By A. S. RODGERS, President.

The Association prints a small supply of extra copies of publications in order to meet the needs of members who wish extra copies for distribution within the company.

From the list prices

Individual members may deduct 20%
Company members may deduct 50%
and there are additional discounts
for quantities 26-100, 101-250, etc.

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AMERICAN MANAGEMENT ASSOCIATION

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New York, N. Y.

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